

D.M. 1/13/93T&D 1/14/93S.R.M. 1/1/93S.A.M. 1/12/93

CC: BETSY  
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January 12, 1993

TO:	J. H. Casey	D. L. James	J. C. Crouch
	G. B. Brown	R. L. VanSickle	M. A. Young
	J. A. Miller	F. J. Dejong	J. P. Renehan
	P. J. Gilotty	G. R. Deschenes	B. G. Norman
	P. V. Natale	G. M. Richardson	E. S. Riggs
	R. R. Steele	D. M. Comer	

SUBJECT: Wawa January and February Promotions

Dear Managers:

Attached are RJR January and February Promotions to be worked in Wawa stores. As information, the following programs will be handled in the following manner:

- o Salem B3GF Tee Shirt - Premiums will be sent from Wawa's warehouse. Timing: January.
- o Winston Motor Watch - Wawa will forward from their warehouse during early February.
- o Winston Select BIGLF - Will be shipped from Wawa warehouse during the middle to end of February.
- o Doral Coupons - January. Should be handled at store level by RJR personnel. Request extra orders on Doral through T&C Warehouse in anticipation of extra sales, plus the installation of our Doral Permanent Floor Display. It is mandatory that extra product be ordered at store level to help ensure a successful roll out of our Doral Program.

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"We work for smokers."

01/12/93

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RJR 1300 1340 1326

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Wawa January and February Promotions  
January 12, 1993

Thank you for your ongoing assistance with this chain.

Warm regards,

*Jeri Ide*

J. A. Morris

JAM:des  
Attachment

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**WAWA MARKETS**

**RJR JANUARY PROMOTIONS**

<b><u>BRAND</u></b>	<b><u>PROMOTION</u></b>	<b><u>NO. OF PREMIUMS</u> <u>(CASE)</u></b>
SALEM KING SALEM LIGHTS SALEM GOLD	SALEM BUY 3 FREE T-SHIRT	2,000 REC'D BY T&C
WINSTON KING WINSTON BOX WINSTON LIGHT WINSTON LIGHT BOX	WINSTON BUY 3 GET FREE MOTOR WATCH	2,000
WINSTON SELECT SOFT WINSTON SELECT BOX	BUY 1 GET 1 FREE BUY 1 GET 1 FREE	50 50
DORAL LIGHT KING	\$0.25 PACK/\$2.50 CARTON COUPON	54
DORAL LIGHT 100	\$0.25 PACK/\$2.50 CARTON COUPON	48
DORAL MENTHOL KING	\$0.25 PACK/\$2.50 CARTON COUPON	54
DORAL MENTHOL 100	\$0.25 PACK/\$2.50 CARTON COUPON	48

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